

CLAIMS

What is claimed is:

1. A computer-based method for determining a product mix for a retail store,
5 including the steps of:
establishing a market segment;
establishing a market cutoff rate; and
generating a list of suggested product mix as a function of the market segment,
the market cutoff rate and a sales information database having information related to
10 sales of product as a function of time.
2. A method, as set forth in claim 1, wherein the sales information database
includes syndicated data.
- 15 3. A method, as set forth in claim 1, wherein the sales information database
includes consumer panel data.
4. A method, as set forth in claim 1, wherein the sales information database
includes planogram data.
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5. A method, as set forth in claim 1, wherein the sales information database
includes account data associated with the retail store.

6. A method, as set forth in claim 5, wherein retail store account data includes an identifier, description data and dollar sales data.

7. A method, as set forth in claim 6, wherein the product identifier is a
5 universal product code ("UPC")

8. A method, as set forth in claim 5, wherein the retail store account data includes all commodity volume ("ACV") weighted distribution data.

10 9. A method, as set forth in claim 8, wherein the ACV data includes ACV weighted distribution data.

10. A method, as set forth in claim 8, wherein the ACV data includes dollars
per million ACV data.

15 11. A method, as set forth in claim 5, wherein the retail store account data includes segmentation data.

12. A method, as set forth in claim 11, wherein the segmentation data includes
20 category data, segment data and sub-segment data.

13. A method as set forth in claim 1 including the step of determining an opportunity gap as a function of the sales information database.

14. A method, as set forth in claim 1, including the step of producing a report
5 including the list of suggested product mix.

15. A method, as set forth in claim 14, wherein the report is a new assortment report.

10 16. A method as set forth in claim 14 wherein the report is an impact report.

17. A method, as set forth in claim 14, wherein the report is a top-bottom report.

15 18. A method, as set forth in claim 1, including the steps of establishing data changes and producing a report as a function of the data changes and including the list of suggested product mix.

19. A computer-based method for producing a report for product mix for a
20 retail store, including the steps of:

establishing a market segment;

establishing a market cutoff rate;

generating a list of suggested product mix as a function of the market segment,

the market cutoff rate and a sales information database;

determining an opportunity gap as a function of the sales information database;

and

producing a report including the list of suggested product mix.

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20. A method, as set forth in claim 19, wherein the report is a new assortment report.

21. A method, as set forth in claim 19, wherein the report is an impact report.

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22. A method, as set forth in claim 19, wherein the report is a top-bottom report.

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23. A method as set forth in claim 19 including the steps of establishing assortment decisions and producing a report as a function of the data changes and including the list of suggested product mix.

24. A computer-based method for determining a product mix for a retail store, including the steps of:

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establishing a market segment;

establishing a market cutoff rate;

establishing a sales information database;

establishing market conditions;

generating worksheets as a function of the sales information database,
the market segment and the market cutoff rate;

generating a list of suggested product mix as a function of the market segment,
the market cutoff rate, the sales information database, and the marketing conditions;

5 determining an opportunity gap as a function of the sales information database;
and

producing a report including the list of suggested product mix.

10 25. A method, as set forth in claim 24, wherein the report is a new assortment
report.

26. A method, as set forth in claim 24, wherein the report is an impact report.

15 27. A method, as set forth in claim 24, wherein the report is a top-bottom
report.

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